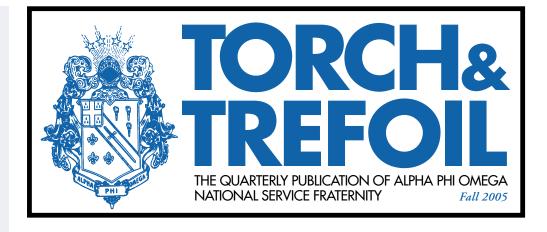
inside:

President's Message

Dream the Possibilities by Dr. Fred C. Heismeyer III
Fall Pledge Class Namesake Honoree continued 3
APO Wins National Award 4
Diversity — What Does It Really Mean? 5
Chapters in Action 6-7
New Charters 8-9
National Service Week 2005 10-11
New National Marketing Program 12
2005 Boy Scout National Jamboree Highlights 13
Summer Board Action 14
APO's Annual Fund & 2005 National Volunteer Conferenece Highlights 15
Who, What, When & Where
M F X I I S S II F ·

- APO's New Website
- Blue & Gold Society
- Chapter Anniversaries





JERRY SCHROEDER 2005 Fall Pledge Class Namesake Honoree

Jerry Schroeder has enjoyed a long and distinguished career in Alpha Phi Omega. He was initiated into Mu Alpha Chapter at Georgetown University in Washington, D.C., in 1966. In 1967, he was a delegate to the Fraternity's Constitutional Convention in Norman, Oklahoma, and later was elected Chapter President. He received his Bachelor's Degree in government from Georgetown in 1969 and graduated Magna Cum Laude from Indiana University Law School in Indianapolis in 1972.

After serving four years on active duty in the United States Army, Jerry moved to the United States Department of Justice, where he was responsible for the development, implementation, and review of programs and activities concerning foreign intelligence collection, foreign counterintelligence, and international counter-terrorism. In 1996 and 1997, he served as national security advisor to the Attorney General. He is currently the Deputy Director of Security for the United States Department of Justice.

In addition to his undergraduate offices, Jerry has served the Fraternity as the Chair of Section 84 and as a member of two national committees, Minority Concerns (1981-82) and Special Committee on Fraternity Standards (1982). During the 1982 National Convention in Kansas City, he was elected as a Member-at-Large of the Board of Directors and served four years as the Chair of the National Membership and Extension Committee. In 1986, he was elected National Vice President of the Fraternity, and the 1990 National Convention in St. Louis, Missouri, elected him by acclamation as National President. He is the recipient of the Chapter, Sectional, Regional, and National Distinguished Service Keys. Highlights of Jerry's two terms as National President include formation of the first National Advisory Committee in the history of the Fraternity, consisting of University Presidents from around the country, to foster closer relationships with APO's host academic institutions, and revitalization of the Fraternity's relationship with the Boy Scouts of America during a particularly difficult period. Through his national fund-raising efforts, the 10-year construction

TORCH & TREFOIL

Fall 2005 Vol. 82 No. 1

NATIONAL PRESIDENT

Fred C. Heismeyer, III, Ed.D., Springdale, AR

NATIONAL VICE PRESIDENT

Maggie Katz, Livonia, MI

PROGRAM DIRECTORS

Lisa M. Covi, Ph.D., Highland Park, NJ Julie A. Moore, Ph.D., Athens, GA Carla Moran, Quincy, MA Ed Richter, Franklin, OH Elizabeth Tom, M.D., Elko, NV W. Brant Warrick, J.D., Louisville, KY

REGIONAL DIRECTORS

REGIONAL DIRECTORS		
I	Marilyn Mims Dow, Peabody, MA	
II	Michael E. Haber, Troy, NY	
III	Malcolm D. Lee, Sterling, VA	
IV	Matthew J. Cross, Orlando, FL	
V	J. Adam Bolain, Pittsburgh, PA	
VI	Mark A. Stratton, Fishers, IN	
VII	Kari N. Logan, Lewisville, TX	
VIII	John K. Ottenad, J.D., Manchester, MO	
IX	Ginny Combs, North Liberty, IA	
X	Kevin S. Simpson, Sacramento, CA	
XI	David B. Corning, Olympia, WA	

NATIONAL EXECUTIVE DIRECTOR

Robert J. London, Independence, MO

NATIONAL LEGAL COUNSEL

Richard F. Schmidt, J.D., Kansas City, MO

NATIONAL ARCHIVIST

Robert C. Barkhurst, W. Dundee, IL

INTERNATIONAL RELATIONS DIRECTOR

David A. Emery, Vancouver, BC

PAST PRESIDENTS

Stan Carpenter, Ph.D., Bastrop, TX
E. Ross Forman, Philadelphia, PA
Tom T. Galt, M.D., Drayton, SC
Bobby M. Hainline, Dearborn, MI
Lawrence L. Hirsch, M.D., Northbrook, IL
Lorin A. Jurvis, Rockville, MD
Wilfred M. Krenek, Houston, TX
Jack A. McKenzie, Clemson, SC
Glen T. Nygreen, Ph.D., Scarsdale, NY
William S. Roth, Birmingham, AL
Gerald A. Schroeder, McLean, VA
Lucius E. Young, LTC, Ret., Spring Hill, FL
C.P. Zlatkovich, Ph.D., El Paso, TX

LIFE MEMBERS

George F. Cahill, CAE, Pittsburgh, PA Irwin H. Gerst, Palos Verdes Peninsula, CA Roger A. Sherwood, CAE, Kansas City, MO Warren C. Weidman, PE, Reading, PA

EX-OFFICIO MEMBER

James L. Chandler, Irving, TX

Alpha Phi Omega

NATIONAL SERVICE FRATERNITY

14901 E. 42nd Street South • Independence, MO 64055 816 • 373 • 8667 Fax: 816 • 373 • 5975 Email: executive.director@apo.org Web Site: www.apo.org



Dream the Possibilities

In their book "The Art of Possibility", Rosamund Stone Zander and Benjamin Zander state this: "In the measurement world, you set a goal and strive for it. In the universe of possibility, you set the context and let life unfold." This year will be a year of unfolding, imagining, and pursuing the possibilities for Alpha Phi Omega.

We are seeing glorious possibilities and opportunities by thinking long-term and strategically. We are asking what actions need to be taken over the next decade for our Fraternity to advance its vision of being recognized as the premier service-based leadership development organization.



We are connecting the Fraternity's long-term objectives of **SHARE**, **GROW**, **IMPROVE** and **INVEST** with strategic and shorter-term operational goals. We are exploring changes that will ultimately help Alpha Phi Omega have a stronger position within the higher education and volunteer service communities. In addition, we are focusing on cultural issues that will positively serve our organization, as well as those that do not serve our long-term objectives.

I ask that each Brother take the opportunity to **dream** the possibilities for our Fraternity. I ask that each Brother take the opportunity to **explore** the possibilities for our Fraternity. I ask that each Brother take the opportunity to **become part** of the possibilities for our Fraternity. And I ask that each Brother take the opportunity to **realize** the possibilities for our Fraternity. As a Chinese Proverb states, "Let not the opportunity pass, for it may not return."

I hope it is clear that I'm focusing our individual and collective efforts on what possibilities lie ahead of us. We have a vision of what our Brotherhood and Fraternity will look like as we approach 2025 – our Fraternity's centennial anniversary. We have strategic goals that all Brothers should strive to help reach by the year 2015 – only a short 10 years from now. We have a mission that each of us should be committed to living.

We have the opportunity now to make the commitment to be on board, or as Jim Collins, best selling author, states, "to be on the right bus, in the right seat." The Zanders say that the "practice of being on board, is about making a difference." Are we on board? Will we make a difference?

As we work throughout the year, let's commit to being on board and making a difference. Let us commit to working from individual to individual, looking for those tiny, invisible forces that will make our possibilities a reality, thus leading to a greater Alpha Phi Omega National Service Fraternity.

2005 Fall Pledge Class Namesake Honoree continued from page 1

loan for the new National
Headquarters in Independence,
Missouri, was completely paid six years
earlier than anticipated; Jerry and the
undergraduate Chair of the 1994
National Convention burned the headquarters mortgage at the Dallas
National Convention. At that same
Convention, he joined with Felix J.
Marinas Jr., National President of
APO of the Philippines, in signing the
international agreement that brought
the International Council of Alpha Phi
Omega to fruition.

Jerry Schroeder's mantra during his tenure as National President was diversity, and he introduced the Fraternity's first multicultural and diversity program. He championed open membership in the Fraternity, and sponsored and led multiple diversity awareness workshops at Sectional, Regional, and National conclaves.

He has remained active as a Life Member of the National Board of Directors and has served in various capacities and on various committees at the request of National Presidents. For example, he served on the Fraternity's 75th Anniversary Committee prior to the 2000 National Convention in Philadelphia and chaired a special committee to revise the chartering requirements for new chapters. He can frequently be found chairing the legislative sessions at National Conventions.

Jerry's first love, however, is and always has been the active members of Alpha Phi Omega. In the past 30 years, he has missed only two new member initiation ceremonies at Mu Alpha Chapter and, in both cases, he was traveling for the National Fraternity. Despite extensive involvement in its planning and construction, he skipped the dedication of the new National Headquarters building in Independence, Missouri, in 1990 to fulfill a promise to be with actives in

Region VI. At every APO gathering, he seeks out actives and alumni he first met as actives, and at National Conventions he can always be found surrounded by student delegates.

Jerry has been married to Betsy Schroeder for 34 years and they have three children. Jeff is a doctoral candidate at Kansas University, and Leslie is a bartender manager at a sports bar. Their youngest child, Kathryn, is an active member of Eta Phi Chapter at American University. Jerry's hobbies include umpiring high school and men's baseball games and he is an avid fan of the Indianapolis 500, having attended the race for the last 35 consecutive years.

Jerry's legacy of Leadership, Friendship and Service, both to his Mu Alpha Chapter and to the Fraternity nationally, befit his selection as the 2005 Fall Pledge Class Namesake Honoree.

By tradition, the Fall Pledge Class Namesake Honoree challenges the Fall Pledge Class. Here is Jerry's challenge:

"Many years ago during a speech to a National Convention, I said that 'Our Fraternity will continue to offer America what it most needs – future leaders who care, who want to become part of the solution, who know they can make a difference, and who realize that service to others is a value worth sharing.' I challenge this year's pledges to help fulfill that promise and to serve the nation by sharing Alpha Phi Omega with more students on their campuses. Specifically, I urge each pledge to replace himself or herself by recruiting another student for next spring's pledge class. And I ask that each pledge do this in addition to any other recruiting efforts they or their

chapter may otherwise plan or undertake. I can think of no greater service to the nation than to have more college students providing more service to their communities, to the homeless, to disadvantaged students – and eventually becoming participating citizens who continue to exemplify our Cardinal Principles in their adult lives. The young men and young women of Alpha Phi Omega are, in the words of the 2004 Pledge Class Namesake, Togo West, 'wonderful people who can set positive examples.' What better gift to our nation than thousands more such wonderful people?"



Alpha Phi Omega Wins National Award



Alpha Phi Omega was recently honored with the Award of Excellence in the 2005 Associations Advance America (AAA) Awards program, a national competition sponsored by the American Society of Association Executives (ASAE), Washington, D.C.

Our Fraternity received this award for the National Service Week program. Highlights featured on the award submission included overall statistics from NSW 2004, "Building a Sound Body," and various examples of service projects, such as the American Heart Walk, American Red Cross Blood Drive, Autism Awareness, Books for Africa Book Drive, Breast Cancer Walk, Florida Hurricane Relief, Multiple Sclerosis Walk-A-Thon, South Carolina Special Olympics, and Trick or Treat for UNICEF.

Now in its 15th year, the prestigious Associations

Advance America (AAA) Awards program recognizes associations that propel America forward – with innovative projects in education, skills training, standards-setting, business and social innovation, knowledge creation, citizenship, and community service. Although association activities have a powerful impact on everyday life, they often go unnoticed by the general public.

"Alpha Phi Omega's National Service Week program truly embodies the spirit of the Associations Advance America campaign. It is an honor and an inspiration to showcase this activity as an example of the many contributions associations are making to advance American society," remarked 2004-2005 Associations Advance America Committee Chair David Gabri, President and CEO, Associated Luxury Hotels International.

Alpha #hi Omega National Service Fraternity

VISION

To be recognized as the premier service-based leadership development organization.

MISSION

Prepare campus and community leaders through service.

VALUES

Develop leadership, promote friendship, and provide service.

OBJECTIVES

* Share * Grow * Improve * Invest

Diversity – What Does It Really Mean?

"...Alpha Phi Omega can bring about, through the future statesmen of the world, that standard of manhood and international understanding and friendship that will lead to a better, more peaceful world in which to live and in which to make a living and a life." – Frank Reed Horton, from *The Story Behind the Founding*

You see that phrase and think back to what the world may have been like in 1925. America had just come out of the Great War. The mood of optimism must have been very high – yet there were still barriers to friendships and understandings amongst people. Frank Reed Horton saw what tolerance there was in the Scouting movement between boys of different faiths, and dreamed of an organization that would be able to take that idea of tolerance and diversity and apply it to a college campus.

When someone talks to you about diversity in your Chapter, one of the first things that may come to mind is a



mental image of the different races/ethnicities within your group of APO members. Maybe you think of sexual orientation. Maybe you think of gender distribution. What really is diversity? Diversity in your Chapter is looking at what kinds of majors are represented. Diversity is looking to see if your commuter/non-traditional students are a part of your Chapter makeup. Diversity is looking to see if your Greek community is represented in your Chapter. In a nutshell, diversity is more than just looking at the outward manifestations, such as gender and skin color, but also looking at diversity of thought.

Alpha Phi Omega has always had diversity. Our first Chapter had members of "traditional fraternities" as well as "independents." In 1947, the first Chapter of APO was chartered at a historically black college or university, just days after Jackie Robinson broke the color barrier in professional sports. Decades before the Civil Rights movement, Alpha Phi Omega Brothers of any color were equals, long before they could even socialize together in many parts of the country.

Reaching out to those who may be different from yourself isn't always easy. It's human nature to be around and socialize with those who look, think, and act like yourself. It's up to you to reach out to all students on your campus. Alpha Phi Omega is unique in the fact that we hold the belief that anyone

has the capacity to perform service, and that we are accepting of many different types of students. Be cautious not to let your Chapter "sway" too far one way or another. For instance, if your Chapter predominantly consists of engineering majors because the Brothers are all recruiting their friends, then the arts majors may not feel like they could fit in

Look at your Chapter critically. Who are potential Brothers at your college or university who could benefit from our programs of Leadership, Friendship, and Service? How can you reach out to them? How can you use diversity, in all its shapes and forms, to build a more peaceful world to live in? How are you going to help create the future statesmen of the world who can see each person for who they really are? Keep this significant idea of a peaceful world moving forward by ensuring diversity and offering your leadership and friendship throughout the journey.

We thank Jamie Conover, Diversity and Inclusion Sub-Committee, for her time and contributions regarding this article.





CHAPTERS

in Action

Applia Uni Ongg

ALPHA KAPPA CHAPTER University of Southern California Los Angeles, CA

The Alpha Kappa Chapter recently launched the Alpha Kappa Heritage Program, the Chapter's largest outreach effort to reconnect with its alumni over the past 70 years. Ongoing activities have included gathering contact information and other archived data information through partnerships with recent alumni and the USC Archive Department. This fall, USC will send its first mailing to more than 500 discovered alumni to initiate contact, request information to re-create the Chapter archive, and promote a major fund-raising effort. This program was beneficial in helping to reconnect the Chapter with Distinguished Alumni Mike Garrett, who graciously agreed to become a partner in future outreach. For more information about the Alpha Kappa Chapter, visit http://www.apousc.com.





ALPHA DELTA TAU CHAPTER Nova Southeastern University Fort Lauderdale, FL

For the 2005 Spring Youth Service Day project, the Alpha Delta Tau Chapter donated 20 handmade blankets to Project Linus, a not-for-profit organization that provides blankets to children who are terminally ill or victims of abuse. More than 20 people participated in this project, with a total of 85 service hours completed in one day, making beautiful blankets for a worthwhile cause. This event exceeded all expectations and will most likely become a Chapter tradition. For more details about Project Linus, visit http://www.projectlinus.org. To learn more about the Alpha Delta Tau Chapter, visit http://www.nova.edu/~aphio/.

GAMMA SIGMA CHAPTER The University of Chicago Chicago, IL

As a 2005 Youth Service Grant project, the Gamma Sigma Chapter held its second Sectional Service event – a Health & Safety Carnival. More than 25 young children attended from The House of Hope, a halfway house for women and their children. This event provided fun and interactive ways for young people to learn some basic facts about health and safety in a secure environment. For more information about the Gamma Sigma Chapter, visit http://ucapo.blogspot.com/.



Alpha Phi Omega Students Honored for Community Service

This past spring, 22 students at Georgetown University, in Washington, D.C., were honored with Lena Landegger Community Service Awards, in the amount of \$2,500 each. Five of these students are Brothers of the Mu Alpha Chapter. These prestigious awards, created in honor of the late Lena Landegger by the Landegger Charitable Foundation, recognize individuals for their distinguished contributions to

community service. In the true spirit of volunteerism, we congratulate John Goodman, Charles Harris, N. Rashad Jones, Elizabeth Walley and Erica Weisgerber for their leadership and dedication as proud members of Alpha Phi Omega, while working together to serve their campus and community. To learn more about the Mu Alpha Chapter, visit their website at http://www.mualpha.org/undergrad/.







APO Brothers recognized for their recent awards are shown clockwise from top left with Mr. George Landegger and his daughter, Justine: Charles Harris, N. Rashad Jones, Elizabeth Walley and Erica Weisgerber. John Goodman's photo was unavailable.



New Charters Welcome!



ALPHA EPSILON OMEGA CHAPTER

Southern Arkansas University Magnolia, AR Chartering Ceremony, May 14, 2005 - 21 Members



ALPHA EPSILON PSI CHAPTER

Bridgewater College Bridgewater, VA Chartering Ceremony, May 4, 2005 - 33 Members

ALPHA EPSILON CHI CHAPTER

Bethany College Bethany, WV Chartering Ceremony, April 16, 2005 - 22 Members 7 Honorary Members



MU OMEGA CHAPTER

University of Tampa Tampa, FL Re-Chartering Ceremony, April 10, 2005 - 26 Members





TAU UPSILON CHAPTER

University of Wisconsin - Platteville Platteville, WI Re-Chartering Ceremony, February 19, 2005 - 20 Members 3 Honorary Members



BETA THETA CHAPTER

University of Wisconsin - Madison Madison, WI Re-Chartering Ceremony, December 11, 2004 - 13 Members 2 Honorary Members

EPSILON OMEGA CHAPTER

University of Mississippi University, MS Re-Chartering Ceremony, December 5, 2004 - 21 Members



SIGMA IOTA CHAPTER

Valdosta State University Valdosta, GA Re-Chartering Ceremony, December 5, 2004 - 26 Members 1 Honorary Member



ALPHA EPSILON PHI CHAPTER
(no photo available)
Mississippi Valley State University
Itta Bena, MS
Chartering Ceremony,
October 29, 2004 - 21 Members



All Hands on Deck for National Service Week 2005: Making Safer Homes

A Chance for Your Chapter to Invest in, Grow, Share and Improve APO!

By Carla Moran,

National Service & Communication Program Director

We need all hands on deck!

That's what a captain would say to a ship's crew, and YOU Brothers are the crew for the Fraternity's 27th annual fall service effort, APO's National Service Week (NSW), November 6-12, 2005! NSW could also be called Service and Publicity Week since NSW provides a key opportunity for you to increase awareness about your Chapter, and Alpha Phi Omega in general, through a well planned and promoted service project reflecting this year's theme: "Making Safer Homes" to promote the health and safety of families.

Getting your Chapter-mates involved, and everyone's hands on deck to serve, is part of what being in a National Fraternity is all about. Someone should be at the helm coordinating your Chapter's efforts, but there are many tasks for members of your Chapter – the deck hands to take on in planning your NSW project.

NSW allows your Chapter to join thousands of Brothers across the nation while staying at home to do what you do best – planning and performing effective service projects on your campus and in your community. That's the **national** part of **National** Service Week – we're all serving and giving others the chance to serve with us. Each Chapter is like the crew of a ship working together and sailing through the sea of service. We're each

trying to reach the destination – a dynamic service project that meets the NSW goals – even though each Chapter charts a different course getting there.

Working with Habitat for Humanity and other organizations that help create safer homes – inside and out – is one way to interpret the "Making Safer Homes" theme. Also consider projects in the areas of domestic and sexual violence prevention, fire safety, substance abuse prevention, child welfare, and emergency

preparedness. You can locate more ideas in the NSW handbook and at www.apo.org.

During NSW, your Chapter should strive to meet these goals through your service project:

1) INVEST – Plan and complete a service project that reflects the theme during APO National Service Week – November 6-12, 2005. Part of our message as a national organization is that we're invested in NSW,

NSW allows your Chapter to join thousands of Brothers across the nation while staying at home to do what you do best — planning and performing effective service projects on your campus and in your community. That's the national part of National Service Week - we're all serving and giving others the chance to serve with us. Each Chapter is like the crew of a ship working together and sailing through the sea of service. We're each trying to reach the destination — a dynamic service project that meets the NSW goals, even though each Chapter charts a different course getting there.

we're ALL doing projects related to this theme during the timeframe, while making a huge impact in "Making Safer Homes." If you cannot complete your service project during the suggested week, please complete one as close to these dates as possible.

2) GROW – Involve non-Chapter members in the service project.

Include other groups on campus, Chapter Alumni... anyone. This is one of the best ways to recruit new members and people who will offer you service projects – show them who we are and what we do, and our size and impact will grow locally and nationally.

3) SHARE — PUBLICIZE YOUR PROJECT!!! You'll find publicity tips in the handbook and there's a sample press release on www.apo.org, so use it! Promote NSW on your website, get a Governor's proclamation...pull out all the stops to get people talking about our Fraternity positively.

Visibility is important for your Chapter and for the Fraternity as a whole – each of us found out about APO somehow and then joined. By sharing APO, more people can experience the exciting opportunities you have enjoyed. Someone who joins your service project during NSW may also join your Chapter next semester, or even start a new Chapter elsewhere.

4) IMPROVE – Report on your project at www.apo.org by Tuesday, November 15, 2005* (*required deadline, regardless of your project date). Reporting improves what we know about the nature and breadth of our service. Last year Chapters reported nearly 46,000 total service hours from NSW projects - WOW! Sharing this information is part of what helped APO receive ASAE's Association Advance America (AAA) 2005 Award of Excellence for our National Service Week program (see more details on page 4). Please Note: Reporting on NSW is required for your chapter to remain in good standing with the Fraternity.

Alpha Phi Omega is a safe harbor of Leadership, Friendship and Service for many of us. It should also be a place where we each learn to set sail and journey beyond where we've been. By exploring new opportunities through NSW, you'll discover new things about yourself and your crew (Chapter). Please join together on this ship and help us lead the journey to find the treasure within the opportunity that NSW offers.

Meeting the goals of NSW can seem daunting like a stony path or an

uncharted sea. Planning and executing your Chapter's NSW project, and asking your Chapter-mates to hop aboard, is a wonderful way to learn new skills and be of service to the Fraternity. Remember, your journeys in APO today will help you graduate with skills for the many journeys of life following graduation.

Frank Reed Horton was actually on a ship when he decided to create what became Alpha Phi Omega. He saw how the ship was successful when its crew members worked together and he knew that through an organization like APO, young people could harbor their talents to do good for the world and develop themselves. He "anticipated that our Service program would expand to help people in need everywhere and to do service on the campus of each Chapter." In other words, he expected that we would share APO through our service, which is what NSW is all about.

Alpha Phi Omega is a safe harbor of Leadership, Friendship and Service for many of us. It should also be a place where we each learn to set sail and journey beyond where we've been. By exploring new opportunities through NSW, you'll discover new things about yourself and your crew (Chapter). Please join together on this ship and help us lead the journey to find the treasure within the opportunity that NSW offers.

I wish you an exciting, educational, engaging, and enjoyable journey and look forward to reading your reports. Bon voyage!

More details and ideas are in the National Service Week handbook that was mailed to your chapter from the National Office earlier this fall and posted on www.apo.org. Your Regional Service Chair and others are eager to help you with this project.

New National Marketing Program

By Lisa M. Covi, Ph.D., National Marketing Program Director

Working to spread the news about Alpha Phi Omega – to increase recognition and demonstrate why people should join our organization: that's the ultimate goal of the new National Marketing Program. As a membership organization we need to market our Leadership, Friendship and Service and differentiate ourselves from the many organizations students can join. This is dependent upon maintaining vibrant chapters, active recruitment of members, and extending to new campuses to reach our Fraternity's full potential, envisioned by our Founders many years ago.

Key Objectives To Attain Our Goals Include:

- Improving visual appearance and being able to navigate our APO website.
- Improving consistency of writing in all publications.
- Developing meaningful visual and verbal messages.

To accomplish these key objectives, we intend to use a wide variety of media:

In today's technology we recognize that our website at www.apo.org is our primary tool for communication, especially for those unfamiliar with our organization. We are revamping our current website which will allow us to provide more current, better organized and extensive information to our members, alumni, and also be a place where non-members can learn more about APO.

Publications often create and transmit positive impressions and a desire to pursue further communication.

Recognizing the need to improve and implement the consis-

tency of writing in all publications within the Fraternity is important.

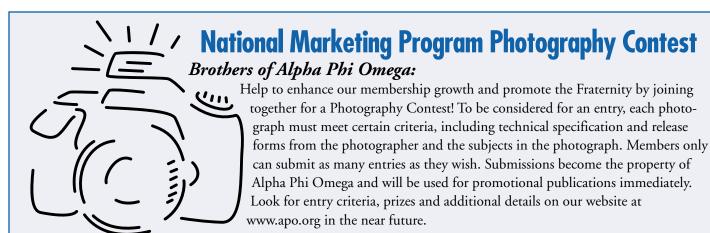
Building professional relationships with partners and possible future partners, as well as those we serve, and with organizations with which our members are affiliated, offers another outlet for sharing the Alpha Phi Omega experience. Workshops will be offered that feature developing relationships and how to use talking points to improve the overall promotion of our organization.

As we continue to work effectively though each of our key objectives we hope to eventually expand our external marketing research to identify objective measures that will allow us to assess the success of our programs – another key point in reaching and maintaining our goals.

To better understand where we want to go, we have listed the components of Alpha Phi Omega's National Marketing Plan, which are for internal use only. The "tag line" we are working with for promotional purposes is "Alpha Phi Omega – Preparing Leaders Through Service" (as reflected in the Fraternity's Strategic Plan).

Markets & Messages

- **1. Current College Students:** Alpha Phi Omega prepares you for lifelong success.
- 2. **Pre-College Teens:** Alpha Phi Omega extends your community service and leadership development experiences on the college level.
- **3. College & University Administrators:** Alpha Phi Omega is your partner in the educational enterprise.
- **4. Mass Markets:** Alpha Phi Omega prepares campus and community leaders through service.





The 2005 Boy Scout National Jamboree was held for 10 days in late July and early August at Fort A.P. Hill in eastern Virginia. This is the largest Scouting event in the United States, with more than 43,000 participants, including scouts, their adult leaders, and staff from across the country. There were also thousands of visitors, including guests from Scouting organizations around the world.

Six Brothers, led by Rodger Salzman, provided service to the Fraternity by supporting an exhibit featuring Alpha Phi Omega. Many Fraternity items and photos were on display, and exhibitors collected contact information from hundreds of alumni and potential new members as they spoke with thousands of scouts and scout leaders about APO. They also hosted a reception for APO Brothers and guests attending the Jamboree on July 30th and four Herbert G. Horton Service to Youth Awards were presented during this time. Rodger also coordinated a donation from his employer, Wal-Mart, of two truckloads of water (60,000 bottles), offering some much needed relief after the opening arena show was cancelled due to extreme heat, causing hospitalization of hundreds.

For the first time since 1969, the Fraternity provided a Service Corps for the Jamboree. Eight brothers began arriving up to one week before the beginning of Jamboree to help with staff check-in and registration. Busy with a variety of tasks throughout the week, the Service Corps members had the opportunity to view many aspects of the Jamboree throughout the three weeks of service. Some of their projects were scheduled, while others were spontaneous, such as Brother Doug Nickerson's (Alpha Gamma Rho Chapter) efforts at the Jamboree hospital the night of the cancelled arena show. Doug, who had helped with staff registration and hence understood the badge reading system, stepped up and coordinated record keeping on Scouts and leaders so their camps could be notified of their whereabouts, including whether they had been sent off site. Doug's efforts are but one example of the many ways in which the Service Corps contributed to the success of the Jamboree.

The next BSA National Jamboree is scheduled for the summer of 2010 to correspond with the 100th anniversary of the organization's founding.

We thank Dave O'Leary, Scouting & Youth Services Chair, for his time and contributions regarding this story.





SUMMER BOARD ACTION

Action taken at the July 9, 2005, National Board of Directors Meeting in Arlington, Virginia.

- Adoption of the membership goals for 2005-2006 as established by the Regional Directors: Pledges - 8,677; Initiates - 7,267; AAMD - 9,267
- Adopted the 2005-2006 budget of the Fraternity.
- The Endowment's new efforts in planned giving were presented, including the revamping of the Blue & Gold Society and how the Ambassador's Program will be used to support planned giving.



Bill Coleman, President of the Baltimore Area Alumni Association and National President, Dr. Fred Heismeyer, share a moment at the Association's Annual Crab Feast.

- Amended the Board Policy Manual, Policy XII, Section 4, Fiscal Year so that the Fraternity's fiscal year will now run from August 1 to July 31.
- Approved additional capital expenditure in the current fiscal year of up to \$7,500 for a new postage machine for the National Office.
- Designated Past President Jerry Schroeder as 2005 Fall Pledge Class Namesake Honoree.
- Amended Appendix F, Formation & Reactivation of Chapters, of the Board Policy Manual.
- Pursuant to Article IX, Section 7 of the National Bylaws, President Heismeyer declared the following chapters null and void: Alpha Alpha Chi, Fairmont State College, Fairmont, WV; Omega Psi, Jackson State College, Jackson, MS; Alpha Delta Rho, Northern Arizona University, Flagstaff, AZ.

- Approved the granting of a Charter to Virginia Intermont College in Bristol, VA and the new chapter to be designated Alpha Zeta Alpha.
- Amended Strategic Goal 5 to read: The Fraternity will have an active chapter on every "top 25" campus as identified in the U.S. News & World Report rankings or other similar publication or ranking by 2015.
- Amended the dates within the Strategic Plan to 2015.
- Adopted the following Resolution: Whereas, open and diverse membership is a core value of Alpha Phi Omega; and
- Whereas, open membership as it appears in our bylaws is not clearly defined and is open to multiple interpretations; and
- Whereas, the actions of the 1976 and 1998 National Conventions have attempted to clarify the Fraternity's open membership policy; and
- Whereas, Alpha Phi Omega has a strong history of eliminating barriers to inclusion; and
- Whereas, social and legal climates have evolved significantly in the last 30 years; and
- Whereas, we recognize and acknowledge the contributions that all-male chapters have made to their campuses and communities; and

- Whereas, the National Board is charged with, among other things, enforcing the membership policies of the Fraternity as well as ensuring compliance with applicable laws; and
- Whereas, the National Board is also responsible for the long-term interests of the fraternity,
- Be it resolved that, in the interest of advancing Alpha Phi Omega and upon advice of legal counsel, all chapters must practice open membership without regard of gender.
- Be it further resolved that, Regional Directors are strongly encouraged to provide educational and discussion opportunities related to this topic at their respective Regional Conferences. The Board further directs the National President to appoint a committee to develop a transition plan and timeline for implementation of open memberships for all chapters to be presented to the National Board of Directors at its February 2006 meeting. The majority of this committee shall consist of active members from allmale chapters.

The next meeting of the National Board of Directors will be held February 3-5, 2006, at the Hyatt Regency Irvine in Irvine, California.

Dave Emery, International Relations Director, makes a special presentation to Dr. Fred Heismeyer, National President, on behalf of APO-Philippines which presented two flags, two framed certificates and a plaque to the APO-USA Delegation in attendance at the May 2005 Convention in the Philippines.

Continue the legacy you began as a student...

Last year, more than 850 Brothers supported Alpha Phi Omega's Annual Fund through a contribution. Gifts received provided funding for projects and services directly related to the organization's overarching goal – changing the lives of our members. It is a way for all Brothers in APO to invest in building and sustaining our current operations. Most importantly, it is a way to move our mission: to prepare campus and community leaders through service. The Annual Fund continues to support numerous efforts, including National Service Week, the National Volunteer Conference, the APO LEADS program, and recruitment and pledge education materials.

One of the easiest ways to make a contribution to the Annual Fund is through the Fraternity's website at www.apo.org. Going into the quick link area and selecting On-Line Giving takes you to a secure area to make your gift. Another option available on this site is a sustaining gift. This is a gift paid out automatically over a period of time and allows donors to make a larger gift commitment and pay it out over four quarters or 12 months.

Generous gifts, whether they are to the Annual Fund or to the Endowment Trust, will enable the flame that Frank Reed Horton lit to burn brightly forever among Alpha Phi Omega members everywhere! Continue the legacy that you began as a student. Become a donor to Alpha Phi Omega.

For more information, contact J. Stuart Hoffman, Director of Development, by phone at 816-373-8667 ext. 18 or by e-mail: development.director@apo.org.

2005 National Volunteer Conference Highlights More than 150 Brothers participated in the second annual APO National Volunteer Conference, held July 28-31, 2005 at the Hilton Garden Inn & Hartman Conference Center in Independence, Missouri. Participants worked together and

learned skills to help them become more effective Alpha Phi Omega volunteers, as well as obtained knowledge of current issues facing the larger Fraternity. mrn Tomusiak, Service & Communication committee member and past Board member, expressed her appreciation when she stated, "Though I know you will keep building on it, I believe that the Fraternity has reached a milestone toward the long-term goal

of making professional-level training available to volunteer staff."

WHO, what, WHEN & Where?

ALPHA PHI OMEGA'S CALENDAR OF EVENTS

OCTOBER 7-9

Region V Conference Host: Eta Upsilon Marshall University Huntington, WV

OCTOBER 15

Section 4 Conference Host: Mu Zeta San Francisco State University San Francisco, CA

OCTOBER 21-23

Region VII Conference Host: Beta Sigma Texas Tech University Lubbock, TX

Region XI Conference Host: Nu Omega University of Alaska Fairbanks, AK

OCTOBER 28-30

Region VI Conference Host: Gamma Phi Western Michigan University Kalamazoo, MI Section 30 Conference Host: Epsilon Xi Colorado State University Fort Collins, CO

NOVEMBER 4-6

Region IX Conference Host: Mu Theta Luther College Decorah, IA

Sections 88/89 Conference Host: Kappa Phi St. Lawrence University Canton, NY

NOVEMBER 5

Section 64 Summit Host: Alpha Alpha Pi Westminster College New Wilmington, PA

NOVEMBER 6-12

National Service Week "Making Safer Homes"

NOVEMBER 15

Deadline for Charter Reaffirmation & Annual Active Membership Dues, and NSW Reports

NOVEMBER 18-20

Region III Conference Host: Zeta Mu Catholic University of America Washington, DC

DECEMBER 27-30

Regions I & II Conference Host: Alpha Delta Eta SUNY at Albany Albany, NY

Region IV Conference Host: Gamma Zeta Georgia Inst. of Technology Atlanta, GA

Region X Conference Host: Gamma Beta San Jose State University San Jose, CA

2006 January 13-15

Region VIII Conference Host: Delta Delta Saint Louis University St. Louis, MO

FEBRUARY 3-5

National Board of Directors Meeting Hyatt Regency Irvine Irvine, CA

FEBRUARY 17-19

Sections 23/27 Conference Host: Nu Mu University of Minnesota/Duluth Duluth, MN

FEBRUARY 24-26

Section 21 Conference Host: Beta Epsilon University of Northern Iowa Cedar Rapids, IA

Section 67 Conference Host: Alpha Zeta University of Kentucky Lexington, KY

<pre>moving?</pre>	new address
Name	
Address	
City	State ZIP
Area Code	Phone Number
E-Mail Address MAIL TO: Alpha Phi Ome	rga • 14901 E. 42nd Street • Independence, MO 64055

Alpha Phi Omega 14901 E. 42nd Street Independence, MO 64055

U.S. Postage
PAID
SHAWNEE MISSION, KS
Permit No. 366

Non-profit Org.